

RESEARCH THEME

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Title of the doctoral research Speculative Tools for Service Innovation

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Abstract

Speculative Design is exploratory in nature, committed to opening a new perspective for solving wicked problems (Dunne & Raby, 2013). Speculative Design describes an approach that uses the design of products, services, and scenarios within a long-term perspective. The approach aims to speculate on how solutions could be, taking into account future socio-economic and environmental changes. To design preferable futures, inclusive, critical, participatory, and thought-provoking reflections are needed, together with the capacity to apply them on the field. Speculative approaches also comprise a series of similar practices such as Critical Design, Design Fiction, Interrogative Design, Discursive Design, Adversarial Design, Foresight and Design (Buehring & Bishop, 2020), Design Futurescaping, etc.

Due to this variety of applications, a clear map of how and why speculative tools are being used in service innovation and service design is still missing, both in the public and private sphere.

The doctoral research aims to investigate how speculative approaches are adopted to support in practice the creation of new services or to re-design existing ones, in particular focusing on speculative tools. Through a phenomenological approach, the research will investigate how public and private actors are experimenting with speculative approaches in the service field, and how design practices are evolving also in terms of design knowledge and competencies.

Keywords

Speculative Design Tools, Service Innovation, Service Design